



GO for GOLD in September for Childhood Cancer Awareness Month

At World Child Cancer we believe every child no matter where they live in the world should be able to fulfil their ambitions and dreams.

This September to mark Childhood Cancer awareness month we are asking your school to take part in our 'Go for Gold' fundraising campaign to draw attention to the challenges faced by children with cancer, and their families living in some of the poorest countries in the world. With medical advances over the years, survival rates of childhood cancer in the UK are at around 80%. This is in stark contrast to survival rates for children with cancer in the developing world, which can be as low as 10%. World Child Cancer believes this inequality should not exist.



How to get involved?

All we ask is that students and staff wear a gold-coloured item one day and make a donation of £1 for doing so. If just 10 pupils got involved and donated £1 each, this could provide a full week's dose of pain relief medication for 4 sick children in Malawi. If the whole school were to get involved, think of the difference you could make to the lives of the children and families that we support in our programme countries!

